

PERSONALS

Mr. "Bill" Brooks, secretary of Goldberg Advertising Agency, is in Mater Misericordiae Hospital following an internal operation. Mr. Brooks was returning home from the city last Friday evening when he collapsed in the street and was immediately taken to hospital. Latest reports indicate that he is progressing favourably.

Another Sydney agency executive in hospital is Mr. McDermott, of A. N. White Ltd. After several weeks illness he is reported to be on the right road again.

A baby daughter, Judith Lee, was born to the Reg Johnstons a few weeks ago. Mrs. Johnston was formerly the well known radio personality who, as Judith Young, conducted the 2GB women's sessions, and she is sharing with Reg an inundation of congratulations from the radio and advertising fraternity. Reg Johnston was also formerly with 2GB, but is now under contract to J. Walter Thompson working on the Lux Radio Theatre, Amateur Hour, and other features, in addition to doing a spot of free-lance radio acting.

Wedding bells rang at a northern operational base on Wednesday, September 15, for two well known 2KY personalities—Miss Nancy Kerr and Don Royal. The news of the marriage didn't come as a surprise to patrons on 2KY's "Friday Frivolities" with whom they were great favourites before the engaged couple left Sydney with the Tivoli Entertainment Unit eight weeks ago.

Recent visitor to 2UE was former announcer John Ryan, now a member of the A.I.F. stationed in a country district.

Former 2UE announcer Ron Morse was with the R.A.A.F. in Wales, according to his last letter to station friends. He holds the rank of Pilot Officer Air Gunner.

Noel Dickson, 2UE's Victorian representative, has been visiting Sydney on business.

Nance Martell of 3XY is at present enjoying leave from the microphone so that she can share in the leave granted to her husband, Staff Sergeant Marty Foster, formerly on the 3XY staff.

Norman Wister, for seven years on the staff of 3XY, originally as an actor, and latterly as night announcer and news reader, resigned the position recently. This, Norman says, is his farewell to radio, with which he has been associated since its earliest beginnings. Before that, he was well known on the musical comedy stage.

There's now a third stripe on the sleeve of former 3XY studio manager Norman Currey. The station saw him briefly a week or so ago, but hasn't yet had the pleasure of hailing him as "Sarge," since the promotion didn't come good until his return to camp.

Jack Lumsdaine of 2GB, popular music-master of "Learn a Tune," is kept busy composing and singing his own compositions. Columbia have recently released a series of records with Jack singing some of these compositions. They include "The

Face of My Old Sweetheart," "Don't Worry," "Sallywag." He also sings the new Noel Coward number, "Don't Let's be Beastly to the Germans."

"Suzanne," who succeeds "Margaret" as lady announcer at Station 2PK Parkes, is a prominent member of that station's "Sunshine Club." She will combine the general guidance of the club in its activities, with conducting the women's sessions.

Tunes With A Tale

A swing tune, written by three "A.A." men in Malta during the island's worst blitz spell, will be the first to have a hearing in a period ear-marked for unknown talent in the new B.B.C. Forces program "Tunes With A Tale."

The written music, with words, was sent to Nat Allen, whose band has played in "Calling the British Forces" in Malta each week of that B.B.C. program's two years' run. The name of the piece, "Siggi Wiggi Swing" is the troops' pronunciation of a Maltese village, Siggiewi, where there is a small dance hall frequented by the men. In an accompanying letter, the three told how their tune came to life. One of them, Len Cook, "hummed it to Ted Mutton, and gave him its title. Mutton wrote words to it, and then we grabbed our pianist, Tug Wilson, and sat him down at his piano—and the result is what we are sending to you now."

Nat Allen played it in the Malta program, with Anne Shelton singing it, to the immense delight of the "three." Now he has played it to the Forces in Britain in his "Tune With a Tale" program, by a band of fourteen men from an arrangement made by one of his leading players, and sung by Dorothy Carless. The program concentrates on songs and dance tunes to which a special story attaches, by composers whose names are already known. The inclusion, in each of them, of one "unknown" is an innovation.

Among other efforts by new song writers is one sent in by a girl who received it, in the form of a love letter set to music, from her fiancé in the R.A.F. Yet another has a Greek origin, and a dramatic story. A flying officer, now in the R.A.F. in Kenya, sent it to Cecil Madden, head of the B.B.C. Overseas Light Entertainment Unit. It was to have been broadcast in Greece in an evening program. But it was on that day that the Germans invaded Greece. It is dedicated to that country.

A BOMB WITH A HAPPY SEQUEL

Nat Allen himself has had some dramatic wartime experiences. His was the relief band for Ken Johnson's at the Cafe de Paris at the time of the blitz on London. He and his players had just gone across the road when the bomb fell which wrecked the club, killing Johnson and many others. Early next morning, and still in his evening clothes Allen called on Madden to see whether he could get radio engagements.

JULY LICENCE FIGURES

NEW SOUTH WALES		
New issues	1942	1943
Renewals	4,140	4,634
Cancellations	41,653	59,815
Monthly total	4,256	10,083
Nett increase	500,451	528,172
Population ratio	17.80	18.79
VICTORIA		
New issues	2,470	3,804
Renewals	33,888	42,293
Cancellations	2,039	1,373
Monthly total	371,504	379,736
Nett increase	431	3,803
Population ratio	19.17	19.59
QUEENSLAND		
New issues	1,419	1,508
Renewals	15,382	18,210
Cancellations	1,656	3,190
Monthly total	172,527	173,101
Nett increase	-231	-1,682
Population ratio	16.64	16.69
SOUTH AUSTRALIA		
New issues	1,302	1,194
Renewals	12,997	14,794
Cancellations	1,689	1,285
Monthly total	137,244	142,689
Nett increase	-387	-91
Population ratio	22.52	23.41
WEST AUSTRALIA		
New issues	1,272	1,288
Renewals	9,188	9,718
Cancellations	1,214	1,667
Monthly total	91,945	94,621
Nett increase	58	-379
Population ratio	19.82	20.18
TASMANIA		
New issues	477	326
Renewals	4,727	5,168
Cancellations	179	603
Monthly total	46,404	47,616
Nett increase	298	-267
Population ratio	19.44	19.94
COMMONWEALTH		
New issues	11,080	12,764
Renewals	117,835	149,998
Cancellations	11,033	16,829
Monthly total	1,320,075	1,365,935
Nett increase	47	-4,065
Population ratio	18.85	19.23

COMMERCIAL BROADCASTING

Vol. 12, No. 8, Thurs., Oct. 7, 1943
Price: 6d. per copy. Subscription: 10/- P.A.

MANAGING EDITOR:
A. Lippmann.

Printed by
Radio Printing Press Pty. Ltd.
146 Foveaux Street, Surry Hills
Published every second Thursday by

AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.
146 Foveaux Street, Sydney.
G.P.O. Box 3765.

'Phone: FL 3054 (2 lines)
Telegrams: "FL 3054 Sydney."

Melbourne Representative:
Miss Beatrice Touzeau, 4th Floor,
403 Bourke Street. 'Phone: MU 2933

Vol. 12, No. 8
360th Issue)
Thursday
Oct. 21, 1943
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS
PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.



32 national advertisers sponsor feature-entertainment on 2UW

They know what they're buying

BROADCASTING

*"It sounds so much better
from 3UZ"*

Frankly we don't know why — our engineers have tried to explain, but we get so many letters not only from Victoria, but also from other States complimenting us on our transmission, that we thought it might interest our sponsors.

It is probably the reason why keen executives when planning a Victorian coverage always make a point of buying time on 3UZ.

First in **3UZ** *Foremost*
1925 — **MELBOURNE** *ever since*

Nilsen's Broadcasting Service,
45 Bourke Street, Melbourne
Telephones: MU 4929, Central 1925

Sydney Representative — Eric Wood,
49 Market Street. Telephone LU 3522

COMMERCIAL BROADCASTING

Sydney,
FL 3054

Incorporating
BROADCASTING BUSINESS · 10/- p.a.
Subscription,

Vol. 12, No. 9. Thursday, October 21, 1943. Price, 6d. per copy.

Will Britain Have Post-War Commercial Radio

The powerful press of Great Britain and the British Broadcasting Corporation may not be strong enough to oppose the introduction of commercialised radio services in Britain after the war.

There is a growing body of opinion in the British Isles which favours commercial radio, and the natural resistance to its introduction put up by radio's traditional opponents is reported to be weakening—or at least to being tempered with a less bigoted outlook.

There is no doubt that many thousands of English listeners have sorely missed the commercial programs which were broadcast in English specially for the British Isles from Radio Luxembourg and Radio Normandy in pre-war days. Those broadcasts were controlled by British business interests.

At a recent "Brains Trust" meeting, organised by the Advertising Managers' Association in London, Edward Hulton, noted publisher ("Picture Post"), said he did not subscribe to the bitter opposition to commercial radio. He cited America where he said the Press was not affected by radio, and he was sure that sponsored radio in Britain would not hurt the Press in any way.

Further reflection of British public opinion about sponsored radio was recently seen in the London published "Economist," which described B.B.C. programs as being in the main "banal" and suffering from the effects of a deliberately controlled mediocrity and claimed that the B.B.C. programs were starved for both money and effort.

The "Economist" pointed out that most of the B.B.C. mediocrity was attributable to lack of competition.

After citing the difficulties inherent in operating a Government monopoly, "The Economist" said the B.B.C. "exhibits all of the vices that might be expected from a State-run cultural institution," but added that B.B.C. should not be blamed because it is "doing its best." B.B.C. is a "compromising body" because of the element of "political control," states the article. If the test of a broadcasting system is the excellence of its programs, the prescription should be not more public control, but less, it was concluded.

Calling for a separation of the "foreign broadcasts" from "home pro-

grams," the article said the qualities chiefly lacking in the latter are "life and variety." Part of the remedy lies in encouraging the growth of personalities on the air, "instead of doing everything possible to prevent it." Individual broadcasters should be allowed to do their best "to interest, to please, if necessary to annoy—, but, above all, to get some positive reaction out of their unseen audience, instead of being neutral voices reading scripts from which anything calculated to offend anybody has been carefully removed."

Reaching the question of a possible turn to some variation of the "American Plan," "The Economist," continues:

One obvious question is whether the financing of broadcasting by advertising would achieve these results. The chief example of this system is in the United States, and American broadcasting has much more to be said for it than might be thought on a priori grounds. It certainly has life and more variety than the B.B.C., and the advertiser's influence does not drag the programs down to the lowest common denominator. But, on analysis, the virtues of American broadcasting are not due to its advertising sponsorship (except perhaps in respect of the ample funds that are thereby made available to the programmer) so much as to the fact of competition. The four big networks compete most fiercely and directly for the listener's and the advertiser's favour; and both liveliness and variety are due to that. Competition might achieve them without advertising—advertising without competition certainly would not.

"The future basis for British domestic broadcasting should, therefore, be one of licence-financing combined with competition, thus including the best features of both the present British and American system. If licence revenue alone cannot provide adequate funds, then (and then only), a certain minimum of advertising might perhaps be admitted in off-hours. But the essential thing is to secure competition, which would not only rescue the B.B.C. from its present exposed position and remove the causes of timidity, but com-

Delegates to the 13th Annual Convention Next Week

Barker, E. M., 6PR Perth.
Beaver, H. E., 2KY Sydney.
Brooker, V. M., 2CH Sydney.
Campbell-Jones, E., 2UE Sydney.
Churchward, E. C., W.A. Broadcasters, Perth.
Davey, J. F., 3BA Ballarat.
Elliott, R. D., 3MA Mildura.
Fairhall, A., 2KO Newcastle.
Finn, A. L., 2PK Parkes.
Fitts, R. A., "Age," Melbourne.
Goynne, K. B., 7HO Hobart.
Harris, H., 3AW Melbourne.
Harvey, W. J., 4BU Bundaberg.
Haynes, E., 3BO Bendigo.
Heath, R., Macquarie, Sydney.
Higginbotham, E., 2TM Tamworth.
Horner, H. G., 2GB Sydney.
Johnson, J., 4IP Ipswich.
Kemp, S. J. A., "Argus," Melbourne.
Lane, R. E., Macquarie, Sydney.
Marden, C. F., 2UW Sydney.
Mitchell, V. F., 4BH Brisbane.
Morgan, S., 2KZ Melbourne.
McCann, B., 7HT Hobart.
McCauley, G. E., 2KM Kempsey.
McDonald, K. A., 5AD Adelaide.
McKenzie, J. A., 3GL Geelong.
Nilson, O. J., 3UZ Melbourne.
Paddison, A. C., 2KA Katoomba.
Richardson, D. L., 7LA Launceston.
Ridley, J., 2GZ Orange.
Rodberson, A., 4BK Brisbane.
Snelling, H., 3XY Melbourne.
Stevenson, C. V., Trustee, Sydney.
Syme, D. F., 3HA Hamilton.
Taylor, R. Beavis, 2BH Broken Hill.
Towner, A. D., 7BU Burnie.
Whitford, A. and Mrs. A., 6GE, etc., Sydney.
Whitford, F., 6PM Perth.
Whykes, E. J., 3BA Ballarat.
Yeldon, R. A., 2WL Wollongong.

pel attention both to life and to variety."

Development of the trend of thought thus indicated in Great Britain will be watched with keen interest in Australia.

The establishment of an Empire Broadcasting Corporation linking all the nations of the British Empire has already been discussed in London. It is not inconceivable that under such a plan the B.B.C. may partially if not wholly vacate the local British field to concentrate more fully upon the operations of such a world-wide broadcasting set-up. In that case some other form of broadcasting would most likely be established for the specific purpose of providing local cultural and entertainment programs. One thing is certain in the post-war broadcasting picture, and that is that as in pre-war days the B.B.C. will have to meet the competition of continental, commercially sponsored programs, and in the face of that England will have to produce a powerful counter.

CONVENTION ISSUE NOVEMBER 4

The special Convention Issue of "Commercial Broadcasting" will be the next issue dated November 4.

To facilitate production copy closing date for that issue has been fixed on Friday, October 29, in Melbourne, and Monday, November 1, in Sydney.

Our Sydney address for all communications is Box 3765 G.P.O., and our Melbourne representative office is at 403 Bourke Street, phone MU2932.

POST-WAR PLANS

Meeting of National Council of Advertising Agencies

So that they might discuss matters of reconstruction of the council and items relating to post-war planning for advertising in Australia, some members of the National Council of Advertising Agencies met last week in Melbourne.

Those who were present were: Mr. Hugh Berry, president in N.S.W.; Mr. D. J. Riddel, president in Victoria; Mr. G. H. Brown, secretary in N.S.W.; Mr. W. R. McFerran, secretary in Victoria; and Mr. Frank Goldberg. Proxies were arranged for Messrs. C. A. McMillan of Brisbane, N. S. Mount of Perth, and R. Jackson of Sydney.

G.P. UNIT HANDLING FOUR SHOWS WEEKLY

The radio productions unit of the George Patterson Pty. Ltd., agency, which was recently formed in Melbourne, is now handling four outstanding presentations.

Now in its 31st week, "Chins Up" is putting out a very bright show. This half hour variety program is heard weekly from 3UZ, being relayed "live" to 2UW.

Presentation is also recorded to take the air from 4BC-SB, 5DN-RM, 6IX-WB, 7HO and 2KO. In Victoria 3BA and 3BO in addition to 3UZ are used. The sponsor is the Kiwi Polish Co. Py. Ltd.

A recent addition to George Patterson's radio entertainment is "Cavalcade of Musical Memories," produced for Amcal Chemists. This a recent release through Station 3UZ on Wednesday evenings at 8 o'clock.

"Musical Mirror," broadcast through 3AW on Thursdays at 8 p.m., is a recent musical addition to radio, sponsored by Love and Lewis.

"Down Memory Lane" is a 15-minute session for Bedgood Shoes that has been running for two and a half years, and as its title implies, revives the popular tunes, melodies and ballads from the recent to the distant past. It is broadcast from 3DB every Sunday night at 9 o'clock.

Hartford Agency

Shaw to Take Over Active Management on Temporary Basis

As reported in last issue of "C.B.," Mr. W. T. McClelland has resigned the managing directorship of Hartford Advertising Agency, effective from the close of the year, and will establish his own agency thereafter.

Mr. A. C. Shaw, managing director of Clinton Williams Pty. Ltd., will take over the management of the Hartford Agency temporarily until such time as a suitable new manager is found for the job.

A number of accounts will leave the Hartford Agency along with Mr. McClelland, but those remaining constitute a strong list. They include W. K. Buckley Ltd., of Canada, registered owners of the trade marks for Buckley's Canadiol Mixture and Buckley's Wintrol Rub; The Murine Co. Inc., U.S.A., Cleveland's Fasteeth Inc., N.Y. (Fasteeth and Kleenteeth); McCoy's Laboratories Inc., N.Y. (McCoy's Cod Liver Oil Tablets), The Dr. Leonhardt Co., N.Y. (Vaculoid); The Tanju Co., N.Y. (Tanju); Mr. F. W. Clements, N.Y. (Moone's Emerald Oil); and Clinton Williams Pty. Ltd., Sydney, registered owners of the trade marks for Colinated Foam Shampoo, Crystolis, Frostene, Frozol Ice, Kinto, Myzone, Orlex Compound, Parmin, Phosphorated Iron, Regulax, Salix Magnesia, Urodyne, Velmol, and several lesser known products.

CROSSLEY CORP'S 500 kW. STATION

Some time ago listeners in Europe were able to hear the transmissions from the 500 kW. medium-wave American station W8XO, belonging to the Crossley Corporation. It had at that time an experimental licence for transmissions between midnight and 6 a.m., Eastern Standard Time, but this licence has since been withdrawn. It seems possible that the station may be adapted for short-wave transmissions.

Special Courses of Training in Broadcasting

The Lausanne Conservatoire is shortly to arrange special courses of training in broadcasting; this will be the first time, it seems, that any cultural institution of Switzerland has undertaken the practical training of broadcasters. The staff engaged for these courses is to be drawn from the collaborators of Lausanne studio, and will include Mr. Marcel Merminod, who has been manager of radio-drama there for some years and has acquired a reputation both at home and abroad. Diction and music will also be included in these courses.

J. B. CHANDLER ENTERS QUEENSLAND PARLIAMENT



The Lord Mayor of Brisbane, Alderman J. B. Chandler, who is well known throughout the radio and broadcasting industries as managing director of J. B. Chandler Ltd., won the State by-election for the Hamilton seat on Saturday last.

Alderman Chandler is expected to organise a new opposition party before the State general elections in Queensland next year.

INTERNATIONAL SHORT-WAVE

Twenty-eight international short-wave broadcasting stations are at the present time in operation in the United States, says a bulletin of the International Broadcasting Union. Fifteen of these stations are in New York, six at San Francisco, four at Boston, two at Schenectady, and one at Cincinnati. Most of them are connected to different directional antenna for a certain number of hours during the day, several of them transmitting thus simultaneously in the same directions on different wavelengths. Of these twenty-eight stations, seventeen transmit to Europe, three to Northern Europe, two to the Near East, ten to North Africa, one to Central Africa, one to India, five to Australia, four to the Indian Archipelago, four to the Far East and fifteen to Latin America.

NEW NATIONAL FOR NEWCASTLE

Further emphasising the status of Newcastle and the coalfields as a radio centre, is the announcement by the Postmaster-General, Senator Ashley, that his department would push ahead with the establishment of a second transmitter in the area to be programmed by the A.B.C.

Currently the A.B.C. provides only one program service through a transmitter in the Newcastle area, but the new station will enable the alternative National programs to be broadcast.

It is estimated that 200,000 people live within 25 miles of the Newcastle Post Office, while the areas west and north beyond that radius are also comparatively thickly populated.

Three commercial stations give coverage within the Newcastle and coalfield districts, 2KO Newcastle, 2HR at Lochinvar, and 2CK at Cessnock.

A Your "Spots" will all be
"All Spots"
on Macquarie
because —

— THE MACQUARIE NETWORK has more outstanding programmes current than any other group of stations in Australia.

— THEREFORE, MACQUARIE stations offer far better value than ever before — individually and collectively.

— DAY programme success has followed NIGHT programme success — and the prestige and power of MACQUARIE programmes have created a dominant preference in most Radio homes.

— THEREFORE, any and every MACQUARIE Station demands attention for your "spot" Campaigns.

THE MACQUARIE NETWORK

136-8 Phillip Street, SYDNEY.

MELBOURNE ADDRESS: 239 COLLINS ST.

THE
PREDOMINATING
LISTENING
HABIT
IS TO
MACQUARIE—
DAY
AND
NIGHT!



A MACQUARIE REPRESENTATIVE IS AT YOUR SERVICE
IN SYDNEY, 'PHONE: B 7887. IN MELBOURNE, 'PHONE: CENT. 4634

From Hair Clippers to Pianos

McNiven's "Amateur Night" Gets the Goods

Australian soldiers in New Guinea and other northern battle areas need want for nothing while the McNiven Bros. sponsorship of "Amateur Night" continues on 2SM. "Amateur Night" is broadcast Wednesday nights between 9 and 10 p.m., and while providing first-class variety entertainment, it has also grown into one of the most amazing and successful "appeal" programs on the air.

It all started some months ago when a woman whose son was in New Guinea wrote to John Dunne asking him if he could, through the station, secure for her son a pair of hair clippers for which she had unsuccessfully "searched the city," but could not buy. Mr. Dunne sought and secured McNiven Bros.' permission to appeal for a pair of clippers over the air during the "Amateur Night" show. Fourteen pairs of hair clippers were immediately promised by phone and subsequently sent to the station. Since that night requests for appeals for articles for the boys in the front lines have poured in. So far not one appeal has fallen on deaf ears.

"One night," said Mr. Dunne, "we got 34 cigarette lighters, six radio sets, 12 pairs of hair clippers. We've been asked to get all manner of things—even a drawing set for field mapping. Once we wanted an electric iron for a man in the navy. Almost as soon as we broadcast the appeal we had to broadcast a request to listeners to stop offering irons.

"One night we wanted to get a piano for a forward station in North Queensland. Try as I would though, no listener seem prepared to give away a piano. Eventually, however, a listener phoned to say that while he did not have a piano to give, he would donate £10 towards a fund to purchase one. Within ten minutes scores of other listeners phoned and the fund grew to £66.

"Fortified with this money I set out next day to search for a piano at about that price," Mr. Dunne continued. "But the nearest thing I could find was one £85. It was at Winkworth's, and when they heard the story they right way donated the balance of the purchase price and undertook to pack and dispatch the piano north."

Mr. Dunne said that possibly the most unusual request was one for numerous sets of women's clothing wanted by some of the boys in the New Guinea jungles for dressing a stage show they wanted to put on. The shoes had to be sizes five to nine. The appeal that night netted 25 evening frocks, 12 street frocks, 11 pairs of shoes, stage jewel-

Dept. Store to Combine Hour Dramas of "The Living Theatre"

At the conclusion of the first 12 months of their 2UW sponsorship of "The Living Theatre," McDowell's Ltd., a leading Sydney retail house, have arranged for a long term extension of the existing contract using the same time channel as previously—9 to 10 p.m. Tuesdays.

At the same time arrangements have been made by 2UW for further extensions of other contracts covering the release of "The Living Theatre," under local sponsorship through six country stations in New South Wales.

"The Living Theatre" also goes on the air from 4BC Brisbane, 4SB Kingaroy, and 4RO Rockhampton.

"The Living Theatre" presents, in each broadcast, a complete one-hour dramatisation of a story of to-day built on a basis of fact, and the programs aired during the past 12 months have covered an extraordinary range of world interest. The programs have all the merit of first-class romantic drama, plus an appeal based on the fact that each story is a picture of every-day men and women in war.

The subject-matter of recent broadcasts has included the U.S. air raid on Tokyo, the R.A.F. in Malta, the Russian front line, the war in China, a story of underground anti-Fascism in Italy, a drama of the Belgian underground press, the escape of Dutch submariners from German-occupied Holland, the Japanese "Black Dragon" Society, the story of R. J. Mitchell and his creation of the Spitfire, the evacuation of Burma, the war in Poland, underground patriot activities in Czechoslovakia and Yugoslavia, and a commando raid on Norway.

The production of "The Living Theatre" is in the hands of Mr. R. C. Hickling, and the casts have included many of the outstanding radio artists of Australia—among them being Robert Burnard, Catherin Duncan, Keith Eden, Clifford Cowley, Mayne Lynton, Hal Pevey, Marcia Hart, Irene Shelton, Sydney Wheeler, John Saul, Elizabeth Wing, Margaret Reid, David Reid, Lance Nichols, Frank Bradley, Beryl Walker, Joan Moss and Eric Reiman.

The 2UW sponsorship by McDowell's Ltd. was placed through the Trans-Radio Agency.

lery and make-up sets.

To-day the stack of letters containing requests for appeals for articles for the soldiers sits 15 inches high on a desk at 2SM, while the sponsors, McNiven Bros., proudly treasure an almost equally fat file of letters of appreciation from the men in the fighting services who have received these comforts and necessities through their co-operation and the generosity of the 2SM listeners.

Musicians Get Best Deal In Commercial Field

That Australian musicians can earn an infinitely better living and receive more encouragement from employment with commercial broadcasting organisations than with the Australian Broadcasting Commission has been demonstrated to such an extent over recent years that the A.B.C. has been forced to take drastic steps in an endeavour to hold its musicians.

The matter came to a head recently when the A.B.C. informed certain of its musicians that they could no longer accept work for other organisations without permission. This mainly applies in Melbourne where many musicians and singers who appear on the A.B.C. have to seek additional avenues of employment with commercial shows to augment their incomes.

The discrepancy between the income of a musician working full time and exclusively for the A.B.C., and one who is free-lancing or under contract in the commercial broadcasting field is very great. In the case of a band or orchestra in the commercial field doing about three shows a week their earnings amount up to £20 a week per man. Working exclusively for the A.B.C. they would earn about half that.

The advantage to the musicians of working in the commercial field is greatly due to the extra charges imposed for recording, which thus provides for "additional performance," where most A.B.C. shows are landlined over the national network.

Investment Company's Use of Radio Time

Australian Fixed Trusts Pty. Ltd. have renewed for a further 52 weeks on 2GB and 2GZ their contract for 100-weekly announcements in Frank Sturge Hart's session from Monday to Friday inclusive at 3.30 p.m.

This is the sixth consecutive year during which Mr. Hart's "Let's Talk It Over" session has been the sole advertising medium for Australian Fixed Trusts. In that time over £300,000 in investments in the company are directly traceable to the announcements—an exceptionally fine achievement, and one which says much not only for Mr. Hart's personality and salesmanship but also for the wide daytime following enjoyed by 2GB and 2GZ.

Incidentally, Mr. Hart enjoys probably an unique privilege in radio, in that he advertises only those products or services which he himself approves. In his session, "Let's Talk It Over," he deals with whatever complex problems might confront people in all walks of life. Thousands have sought his advice, and the mail crossing his desk provides an extraordinary cross-section of the community.

TUCKER and Co. Announce the Return of

"ONE MAN'S FAMILY"

a live artist production

After an absence of four years "One Man's Family" enacted by 2SM artists, from the

world-famous Carlton Morse scripts, will shortly

be broadcast again — and again under the sponsorship of Messrs. Tucker and Co., distributors of Chateau Tanunda Brandy.

So the world's most powerful family drama rejoins the company of compelling programs that fill 2SM's schedules.

that's why

Sells **2SM** More

3BO

BENDIGO: The One and Only Bendigo Station

IMPORTANT POINTS TO REMEMBER . . .

POWER: 500 watts—always on maximum licensed power with a modern transmitter.

Transmission Hours: 7 a.m. to 11 p.m. daily

COVERAGE: 9,367 Radio-equipped homes within 25 miles.
18,391 homes within 50 miles:
Latest P.M.G.'s Figures, 31/12/42.

You can cover the Bendigo and District audiences only when you use 3BO which operates and broadcasts from Bendigo.

YOUR 1943-44 SCHEDULES MUST INCLUDE 3BO BENDIGO—THEN YOU ARE MAKING THE BEST BUY IN CENTRAL VICTORIA.

For further particulars of rates, etc., apply to

AMALGAMATED WIRELESS (A/SIA) LIMITED

The Centre of Victoria

PROGRAMMES: Speak for themselves—sponsored by Australia's leading advertisers.

COST: STATION TIME COST, basis 52 ½-hrs. Evening

Station 3BO: 6/1.6 per 1000 homes

Comparative Stations—

Station B: 15/9 per 1000 homes
Station C: 18/3 per 1000 homes
Station D: £1/7/7 per 1000 homes

You plainly see that 3BO is not just a 100% better buy, but 200% and 300%.

Remember it's the audience within 25 miles of Bendigo that gives you this low cost. Audiences beyond 25 miles and within 50 miles cost you nothing, and this bonus audience is no less than 10,000 radio equipped homes.

LISTENER PICKED SESSION

Goodland's Pty. Ltd. through Goldberg Advertising (Aust.) Pty. Ltd., have renewed with 2UE for the presentation of the "I Like It" program in the breakfast session.

"I Like It" embraces five quarter-hour programs weekly, the musical numbers being selected by the listeners. Prizes are awarded to the winning choice of records for each session.

"I Like It" has proved one of a most popular early morning programs, compered by Allan Toohey, and produces a large State-wide mail.

TO HELP LORD MAYOR'S HOSPITAL APPEAL

On October 23 3AW will broadcast a special program between 8.30 p.m. and 1 a.m. for the Lord Mayor's Hospital Appeal.

Every member of 3AW's announcing staff will feature special sessions and Jack O'Hagan will act as compere. Rod Gainford and Peter Ellis will acknowledge donations. The 3AW team is to be backed up with top-line entertainment by all the cast from the "Girl Friend" company led by Don Nicol.

The Mutual Store, Cairo Cup and Payne's Bon Marche have donated their time to the cause.

Former Cast to Reassemble For "One Man's Family"

Famous Family Saga Scripts Available Again

"One Man's Family," which is one of the most powerful radio scripts ever written, is to be resumed by several broadcasting stations in Australia, following successful negotiations for the making available again of the famous Carlton Morse scripts.

In Sydney 2SM broadcast the feature for several years, up to the end of 1938, when, due to certain sponsorship arrangements in America, supply of the scripts from that country was discontinued. The feature has been broadcast in America continuously for many years, and still ranks as one of the top features. In his saga of the Barbour family, Carlton Morse is regarded as having written the "perfect" radio script. Certainly wherever the show has been broadcast it has been proved a smash hit with radio audiences.

Rights for the feature are held by 2SM for New South Wales, while 3XY Melbourne have the rights for the rest of Australia. In Sydney the show will be broadcast Wednesday nights at 8 p.m. in half-hour episodes, when it is resumed in a few weeks' time.

For 2SM John Bedouin, who was producer of the earlier shows, will again produce "One Man's Family," and as many as possible of the original cast, will be used again. Certainties in their former roles are John Dunne as Paul, the elder son of the Barbour family; Loris Bingham as Mrs. Barbour, Dom Harnett as Cliff, Ethel Lang as Hazel; John Bedouin as Henry Barbour, and Dorothy Tuckfield as Teddy. Doreen Mackay was Claudia in the earlier shows, but as she has now left commercial radio, it is likely that some other artist will have to be found for that part.

The general manager of 2SM, Mr. B. B. Stapleton, announced last week that Tucker and Co., distributors of Chateau Tanunda Brandy, original sponsors, will again carry sponsorship of "One Man's Family" on 2SM.

Commencing Wednesday last week and each succeeding Wednesday evening, 2SM is broadcasting a five minute resume of the old Barbour family saga. This is not so much to recall to memory the family's history to the legion of listeners who so devoutly followed their doings in the past, as it is to acquaint a new set of listeners. These are the younger folk in whose lives four or five years make a tremendous difference; boys and girls in their teens to-day were little more than children in session listeners, when "One Man's Family" closed down in 1938.

Horlick's Initiate Macquarie's "The Victory Road"

Brilliant Program has Premiere on 32 Stations

A gesture, primarily for the advancement of win-the-war inspiration, but also for the entertainment of Australian radio audiences, had its national premiere from the Macquarie Auditorium on Sunday, October 17, at 7.10 p.m., "The Victory Road," one of Macquarie's most ambitious efforts yet in variety broadcasts.

It is at once, entertainment of the highest order and a vehicle through which to interweave encouragement of Australia's already tremendous war effort, and to assist to the utmost the fulfilment of the Fourth and following Liberty Loans.

The proposal of the plan and operation were made fully known to the Federal Government, with the result that, in addition to the Director of the Advertising Division, Department of Treasury, working in co-operation with Macquarie, the Prime Minister, Mr. Curtin, expressed his pleasure at the step being taken and is giving "The Victory Road" his personal interest.

The initial broadcast was made under the sponsorship of Horlicks Pty. Ltd., whose public-spirited backing of the brilliant program is to be roundly applauded.

"The Victory Road" brings to listeners 45 minutes of uninterrupted, sparkling variety entertainment. It highlights a galaxy of talent in musical, vocal, comedy and dramatic fields, with our own "Queen of Song," Gladys Moncrieff, at the head of a star studded cast.

Compere of "The Victory Road" is well known stage personality, Herbert Browne, who introduces Miss Moncrieff in the entirely new and charming role of co-compere. The great cast of top-line artists in the premiere broadcast included Kitty Bluett, Al Thomas, Terry Howard, "The Starlighters," The Wardsmen, The Vocalaires, Barbara James, Sheila Sewell, Madeline Orr, Glen Marks, Clyde Collins and, of course, Reg. Lewis and a 20-piece Macquarie orchestra. This truly Australian assembly is to be highly commended for their splendid work on the opening night and for setting a new "high" in Australian radio entertainment.

"The Victory Road" originated from 2GB, key station of the Macquarie Network, and 31 stations throughout the Commonwealth, as follows, will take the program, although there will be a

slight variation in some instances, respecting night and time of broadcast:—
New South Wales: 2GB, 2HR, 2CA, 2WL, 2GZ, 2KA, 2NZ, 2KM, 2TM, 2WG.
Victoria: 3AW, 3BA, 3HA, 3SH, 3TR, 3SR, 2WL.

Queensland: 4BF, 4GY, 4BU, 4MK, 4MB.
South Australia: 5DN, 5RM.
West Australia: 6PR, 6TZ, 6AM.
Tasmania: 7HO, 7LA, 7QT, 7DY, 7BU.

Lt. Commander G. W. Marsh, Macquarie executive, was specially released by the Navy Board to handle the great task at the business end of the programs.

Production is by Mr. Mel. G. Lawton, general manager of the Prince Edward Theatre, assisted by Mal Verco of 2GB, who, for once, must work without his red-headed "wonder boy."

Continuity is by talented 2GB scripter—Max Green—in association with Jim Russell and Mal Verco.

I.C.S. HAS APT SESSION

"The Affairs of Men" is the title of a new presentation built by 2UW for International Correspondence Schools (A/sia) Pty. Ltd., which went on the air for the first time last Monday at 9.30 p.m. It will continue each Monday in future at that time.

The presentation is a quarter-hour of music and commentary, covering out-of-the-way sidelights on the lives of well known personalities. The first session was devoted to the story of Jack London, of his early attempts at writing, and of the success which he won when his opportunity came. The story is linked with appropriate musical recordings.

400 TO ATTEND BIG XMAS GET TOGETHER

Arrangements have been made for 400 people to attend the 2UE "Listener's Get-Together" at the Sydney Radio Theatre on the Thursday before Christmas.

Sponsored by "Woman," this hour program has been broadcast for more than three years.

Featuring quizzes, community singing, music and novelties, the session is compered by Sid Everitt and Colina Lynam, with Flo Paton at the piano.

For the Christmas "Get Together" the sponsors are providing a special gift for everyone who attends.

SOUTH-EASTERN NEW SOUTH WALES

2BE BEGA 200 WATTS

J. A. KERR

2XL COOMA 200 WATTS

COOMA BROADCASTERS PTY. LTD.

Sydney Rep.: L. S. DECENT, Lisgar House, Carrington St., Sydney. Phone: BW2081

THE
DOTTED
LINE
on the road
to success
is the line
at the bottom
of a contract
signed with—

3KZ
MELBOURNE

Sydney
Representative
A. L. FINN, 66 King Street

LESSONS FROM HISTORY, No. 3



Judgment..Will Tell!

When your target is the public consciousness, you can't afford to be even a fraction wide of your aim! You must be right on the spot where you'll do the most good . . . right on the wave-length where you'll get the most listeners.

And in the rich Newcastle district you'll find that Station 2KO puts you right on the target. Follow the lead of the advertisers who know. Judgment . . . Will Tell!

the premier station >> **2KO** <<
NEWCASTLE

Good Music Well Presented In "The Immortal Hour"

Queenslander's generally have a strong musical taste, and those thousands who appreciate good music presented intelligently are being given a feast every Thursday evening for an hour through 4BH with a session titled "The Immortal Hour."

Sponsors are Hutton and Foggitt Jones, who have received many congratulations upon their decision to get behind a broadcast feature of this type.

Each session is devoted to one composer, and the works are chosen with a view to giving listeners as comprehensive a range as possible within the space of one hour, of each composer's variety of composition.

The script, instead of academic analysis and the usual program annotation of the music, aims at presenting in an entertaining way, a life-like picture of the composer, incidents which reveal his personality, and influences, personal and social, which affect him and his work.

"The Immortal Hour" commenced August 26 with Mozart. Composers so far presented are: Mozart, Schubert, Chopin, Beethoven, Schumann, Haydn and Mendelssohn; to follow are Bach, Tchaikowsky, Brahms, Wagner, Handel in that order.

Major works have been Mozart's violin Concerto No. 4 in D Major, Schubert's Second Symphony, The Four Chopin Ballades, Beethoven's Appassionata Sonata, and The Fifth Symphony, the Piano Quintet of Schumann, Haydn's Symphony No. 99, and the Violin Concerto of Mendelssohn.

"The Immortal Hour" was originated and the programs are chosen by John-

"TO MOTHER WITH LOVE" UNIQUE REQUEST

Evidence of the widespread appeal of "To Mother with Love," is found in a request received recently at 2CH by two servicemen, members of one family who are on active service outside Australia, for a call in this session.

This is a regular weekly, featured on 2CH, conducted by Meg McSpeerin, and it has proved so popular among members of the fighting forces, both in Australia, New Guinea and overseas that each broadcast on Monday, Wednesday and Friday mornings has been extended from 15 minutes to half an hour to cope with the increasing number of requests for calls.

The two servicemen, one in the R.A.A.F. in Canada and the other in the A.I.F., asked for a Father's Day call last month, and in order that the occasion might be remembered they arranged for a recording to be made of the session in which the call was made.

The recording was duly made and has been forwarded to the family for safe keeping pending the return of the two sons from active service. The recording includes the call made by Meg McSpeerin, and also the musical entertainment by May Sharp, accordionist and singer, which is a feature of the session.

"To Mother with Love" is made use of by members of both sexes in the Services, and every mail from Canada brings requests for calls forwarded by members of the R.A.A.F.

ston Jones Advertising. The script is written by Margaret Fletcher, head of the radio section of that agency.

The sponsors, Messrs. Hutton and Foggitt Jones, are of "Pineapple" and "Rex" fame.

DOGS INVADE MELBOURNE TOWN HALL

Intense amusement was caused at the Melbourne Town Hall last Tuesday week when, during Mutual community varieties, which is broadcast by 3KZ, this station staged the heats and grand final of the quest, which was run over the previous five weeks, to find the Melbourne replicas of the character Jerry and his dog, Rags. "Jerry of the Circus" is broadcast from 3KZ at 5 o'clock from Monday to Friday, and Jerry's inseparable companion is the dog "Rags." 3KZ received over 200 entries in the competition which carried heat prizes of one war saving certificate and a grand final prize of £5 worth of War Savings Certificates.

Among the many funny incidents which occurred in the process of elimination was that of the youth who entered providing he could get the use of the family dog. His father was a drover and for the youngster to borrow the dog would put his father out of work for a day. By a deft interchange of dogs round the neighbourhood, the drover was able to keep on with his work with the aid of another dog while his son brought in the family animal for the competition.

CHRISTIANS AND JEWS CO-OPERATION

Movement Using Broadcast Medium

At a meeting of representatives of churches and religious organisations in Sydney, called at the instigation of Dr. Mowll, Archbishop of Sydney a Council of Christians and Jews was formed to promote understanding and goodwill between the denominations.

The Council will encourage, as far as possible, fellowship in educational and cultural activities to foster Christian and Jewish co-operation in post-war reconstruction. It will unite in a determined effort to check all intolerance, persecution and unworthy recrimination.

To further this work, a series of special quarter-hour broadcasts will be given over 2GB on Sunday mornings at 10.15. The addresses will be given by leaders of the various denominations, the first four being the Most Reverend H. W. L. Mowll, D.C., Archbishop of Sydney, who discusses the formation of the Council and the appalling plight of Jewry to-day. He will be followed by Dr. Rumble, representing the Catholic Archbishop of Sydney, Dr. Gilroy, who speaks on "The Catholic Church and Anti-Semitism." The third and fourth speakers are the Reverend R. J. Williams of the Methodist Church, and Rabbi Dr. I. Porush.

Other speakers well known for their clear thinking will be introduced as the broadcasts proceed, and in addition to 2GB, the programs will be featured on 6PR and 7HO.

Tye and Co. Pty. Ltd. Sign Again For "Radio Revue"

Universally known as a Sunday evening highlight for Melbourne audiences, Tye's "Radio Revue," held in the Princess Theatre, is now in its third year of presentation, and the sponsors have signed a further contract for 52 weeks with 3XY for the broadcast hour, from 8.15 to 9.15 p.m.

Each Sunday night a collection is taken from the audience towards some war charity, the grand total to date being £13,230/6/-. An average collection of about £80 per night is maintained throughout the year, which speaks well for the appreciation accorded to the show by the audience of 1,700.

Alwyn Kurts comperes, Charles Rainford's Band takes the stage, and a very high standard is maintained as regards vocalists, instrumentalists, and novelty acts.

YEAR IN, YEAR OUT

As the football season for 1943 has closed, 3KZ's sponsor of the match descriptions, Wardrop, My Tailor, has reverted to a specially selected and annotated musical program every Saturday afternoon. This is the "Wardrop Musical Matinee," of 2½-hour duration, and represents the eleventh year on 3KZ.

Another sponsor who "carries on" is Wittners Pty. Ltd., who have consistently advertised footwear over 3KZ for more than 12 years. Wittner's have three 25-minute musical programs per day, six days per week.

A consistent sponsor is the firm of Coles and Garrard, who have been with 3KZ for just over five years, and at present sponsoring a jackpot quiz every Monday night.

Fast bidding to be mentioned in 3KZ's steadily growing list of constant clients is the firm of Darrod's, who are maintaining their 8 p.m. spot every night, Mondays to Thursdays. In this time, Darrod's have always presented a George Edwards feature.

Goodland's "Quest" Renewed

Goodland's Pty. Ltd. have contracted with 2CH for a further long term for the presentation of "Talent Quest for Women," conducted by Joan Read on Friday nights.

An hour show, this popular program recently celebrated its first anniversary on 2CH, Goodland's sponsorship commencing with the first broadcast in 1943. Since then it has been responsible for unearthing considerable talent, not only among women in the home but in business and among the various services.

Goodland's are using this program chiefly for acquainting listeners of their distribution of soldier's parcels. The account is handled by Goldberg's.

SCHUMANN'S "STAR BAROMETER" MOVES TO NEW CHANNEL

With the introduction of Macquarie's new 45-minute "Victory Road" variety feature scheduled for 7.10 p.m. Sunday, Schumann's generously agreed to move their "Star Barometer" program which, in a number of instances, would have cut across the time.

"Star Barometer" now occupies 9 p.m. Friday on 2GB and 2HR, but the new channel varies on other Macquarie and co-operating stations.

In a spirit of quid pro quo, Macquarie offered Schumann's the five-minute spot between "The Victory Road" and the Macquarie Play, from 7.55 to 8 p.m., which the advertiser was not slow in accepting. This spot is one of the choicest available, and it will be used to advantage by featuring a "Schumann Overture."

This will take various orchestral forms, from musical comedy to some of the better known classical compositions, but essentially it will be used to create the desired "overture" atmosphere immediately prior to the opening of the 8 o'clock play every Sunday night.

Radio Women's Club of Victoria Presents "Radio Riot"

In aid of the Merchant Navy the Radio Women's Club of Victoria presented a program at the Melbourne Town Hall last Thursday, October 14. National and commercial stations combined in presenting the very best radio talent they could muster. The Town Hall was packed, and congratulations must go to this club which certainly did a grand job for this very good cause.

HISTORY OF OLD INNS FOR BODEGA

Stories of rich romance and adventure are woven into the fabric of some of Australia's oldest hotels. Both in the city and in the country these old taverns (some of them have long disappeared) were intimately linked with events which shaped Australia's history; and in the olden records there are many stories which make first-class entertainment to-day.

That is the material from which has been built a program entitled "The Old Inns and Taverns of Australia." Prepared by the Weston Co., it is being broadcast over 2UW Sydney, on behalf of Bodega Wine Cellars, at 7.15 p.m. Saturdays.

PAYNE'S BON MARCHE TAKE THREE HOURS

Commencing on October 16 and every Saturday night between 10 p.m. and 1 a.m., Payne's will be sponsoring a three hour program. They will present a "Cavalcade of Music." Payne's feel that there are many people who want to hear other than dance music on Saturday nights, and so have arranged their program to have one and a half hours of better class music and gradually weaving the program into modern rhythm for the latter portion. The scripts are being written by Kath Dunlop.

"DIGGER HALE'S DAUGHTERS" GO NORTH

The Leysdon Advertising Service have issued contracts for the release of "Digger Hale's Daughters" on behalf of Nicholas Pty. Ltd. for Aspro on a four evenings weekly schedule on the northern stations, 4CA Cairns and 4TO Townsville.

THE CROWDS ALL FOLLOW WHERE

3XY LEADS!

COMMUNITY
REVUE

Fridays at 2.15 p.m.

ASPRO
RADIO REVELS

Saturdays at 8 p.m.

TYE'S
RADIO REVUE

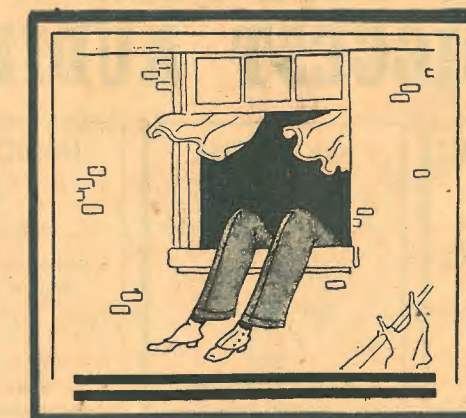
Sundays at 8 p.m.

PETERS' ICE CREAM
SALUTES ALLIED
SERVICES

Sundays at 7 p.m.

FOUR LIVE-AUDIENCES SHOWS WEEKLY!

THE WRONG APPROACH FOR A
GOOD RECEPTION!



USE 2KY—THE OPEN SESAME TO A
GOOD RECEPTION

from AT LEAST 250,000 Wage-earners!

PHONE: M 6291-2.

428 GEORGE STREET.

Among the Sponsors

Commencing on 3AW on October 16, between 7.30 and 8 o'clock, Tintara Wines will sponsor a novel presentation of Australia's outback called "Over the Slip Rails," a Broadcast Exchange feature.

Patterson's Pty. Ltd. have signed a contract on 3UL Central Gippsland for the relay of their popular feature Daddy and Paddy from 3DB Melbourne. The account is handled by Paton's Advertising.

Cadbury's have extended their popular "Hit Tunes" program to 3UL Central Gippsland and 3YB City of Warrnambool. The account is handled by George Patterson's.

Foster Clark (Aust.) Ltd., through George Patterson, are using a series of one-minute night announcements on 2GB and 2HR.

Pacific Chenille Craft Co. have signed for two quarter-hour sessions with 3UZ, Monday and Wednesday at 6.44. They will feature the popular serial "Mama Bloom's Brood."

Dorray Quick Mending Service have contracted for spot announcements on 3UZ. Mary Baker Desserts have purchased time on 3UZ for day announcements.

Among new clients who have booked time with 3UZ are King Gee Overalls, makers of men's working clothes.

R. and W. H. Symington (Aust.) Pty. Ltd., corset manufacturers, have taken sponsorship of a new musical presentation under the title of "Rendezvous With Romance," three times weekly, in 2UW's daytime program. The presentation goes on the air at 11.25 a.m. Mondays, Wednesdays and Fridays.

McWilliams Wines Pty. Ltd., through the Weston Co., have taken the 9.45 to 10 p.m. Wednesday period on 2UW for a musical presentation devoted to Braemar Port. The presentation, under the title of "Tunes of Two Wars," highlights the popular melodies of 1914 and to-day.

Fernon and Co. have taken sponsorship of two quarter-hours weekly in 2UW's daytime presentation on behalf of "Fru-tee" and other food products. The program, which will be presented under the title of "The Sweetest of All," will be a specially selected recorded presentation scheduled to go on the air at 11.15 a.m. each Tuesday and Thursday.

Wirth's Circus have contracted for a further series of announcements on 2GB.

The National Brush Co., through George Patterson's, are using a series of special announcements in 3AW's breakfast session.

Burnside and Co. (Egg-seal) have contracted through Hartford's for breakfast and evening announcements on 3BA, 3HA and 3SH.

The Medical Aid to Russia Committee is using 2UE for announcements for the close of the third "Sheepskins for Russia" Art Union, and the opening of the fourth Art Union.

National Brush Co. (Aust.) Ltd., through George Patterson Pty. Ltd. have signed with 2UE for announcements in the breakfast session.

Apollo Therapeutic Salon is sponsoring the 10-minute program "Time Off for Beauty" in the 2UE women's session.

Another new advertiser to 3BO is Frazer Hendersen Pty. Ltd. with Mary Baker products, with spot announcements in the women's session.

Instructions have been received from George Patterson extending to the Cadbury's musical program to 2AY Albury, 4CA Cairns and 4MK Mackay, two programs being scheduled each week.

McWhirter's, of the Valley, Brisbane, are sponsors of a straight line 15-minute channel Monday to Saturdays inclusive, in the evening program on 4MK Mackay and 4TO Townsville.

Sachs Ltd. of Brisbane, are the sponsors of two half-hour evening sessions on 4TO Townsville at 9.15 p.m. on Mondays and Thursdays.

New feature releases on 2GF Grafton include "Music of Death" for A. A. Murray, and "Moonstone" for Rockman's Showrooms Pty. Ltd.—both features on a four times weekly schedule.

Another new client to 4MK Mackay is United Metal Industries. Ltd. (agency, Noble Bartlett), for a series of preferred position spot announcements.

The Lintas Agency have issued schedules for spot announcements for various products, including Frufood, Velvet Soap, Rexona, etc., on 3BO, 2AY, 2GN, 2GF, 4CA and 4TO.

Duncan and Sons Pty. Ltd. (agency March Pty.), have booked the Sunday 9 p.m. spot on 3BO for the presentation of "Music for Munitoneers."

Rockman's Showrooms Pty. Ltd. are the sponsors of "Home Sweet Home," on 3BO—three times weekly at 11 a.m. on Tuesdays, Wednesdays and Thursdays in the women's session.

The Plaza Theatre are the sponsors of "The Music of Death" feature, on a twice weekly evening schedule on 3BO Bendigo.

Another new program to 3BO listeners is Matthews Bros., sponsorship of "Mr. Thunders," each Monday to Thursday at 7.45 p.m.

"Hats Off" is the title of a new 15-minute musical session presented from Radio 2UE every Wednesday afternoon on behalf of the June Millinery. Written and composed by Sid Everitt, "Hats Off" features the music of the world's outstanding artists.

"Immortals of Music," sponsored by Allan and Co. Pty. Ltd., music warehouse, which commenced on 3XY with quarter-hour session on Fridays, has now been extended to a half-hour program, and is heard on Saturdays at 7.30 p.m.

W. P. Manson and Co. Pty. Ltd., tailors, have signed a further contract with 3XY covering 52 100-word announcements, to be used each Saturday evening.

Paul Bram, jeweller, has renewed his contract with 3XY for "Patriotic Interlude," a 7½ minute session featuring bands and balladists in national numbers, heard each Friday night at 7.30. Contract is for 52 weeks.



Mr. Ronald Harwood who has been appointed publicity officer of 3UZ Melbourne.

FOY'S RENEW "FACT, NOT FICTION"

Entering into its second year of popularity from 3XY is the half-hour of "Fact, Not Fiction," sponsored by Foy and Gibson Pty. Ltd., Melbourne drapers. The session, timed for Thursday nights at 8, is a most interesting presentation of unusual facts from history, geography, natural history and science, and gift orders on the store are awarded to listeners submitting facts for inclusion.

Kath Givens and Diana Chase, of Foy's, take part in the session, along with various station personalities, including Alwyn Kurts and Alex McNis, the latter presenting the nature talk by "Walja," which is a weekly highlight. These talks are written by a service man at his battle station, and deal with Australian birds and animals and their ways. The renewal contract covers 52 half-hour sessions.

WIRED PROGRAMS?

Radio Location Expert Visualises Wired Radio Programs

While visioning transmitting radiators devoted to television, frequency modulation; ultra high-frequency and other forms of wireless communication on our post-war horizons, there is yet another medium of mass communication which is not wireless and which is making into prominence in overseas radio and electrical circles.

This is wired radio.

It is not new but through the years it has gained a number of adherents and has now entered serious discussions in Britain as a possible rival to radio wireless broadcasting in the post-war era.

A recent issue of "Electrical Trading and Radio Marketing," published in England, reports that radio wired or piped underground to the listeners' home with a choice of some six different programs was the general ideal for post-war broadcasting put forward by Sir Robert Watson Watt, C.B., F.R.S., at a London meeting of the Radio Industries' Club.

Sir Robert was the man behind radio location. He contended that four freedoms were necessary to the listener and should guide post-war policy. These were freedom of choice, freedom from distraction, freedom from distortion, and freedom from interference. He claimed the present system was based on misplaced economy of means owing to lack of sufficient broadcasting channels. As an average citizen he needed something like six different programs to provide freedom of choice.

Sir Robert said he was convinced such a system might be an economic proposition for communities of 5,000 people upwards, and it was possible the minimum figure is as low as 1,500.

There would be no fear that such a system would alter the present introduction of new receivers each year or interfere in any way with present selling methods. There would be as great or greater need for annual development of new cabinets as well as in technical matters. The only remaining reason, he contended, for retaining the present system would be to serve sparsely populated areas and agricultural communities, and to transmit our programs overseas.

At the close of Sir Robert's address, Sir Louis Sterling made a cryptic comment which would express also the at-

COMMERCIAL BROADCASTING

Vol. 12, No. 9, Thurs., Oct. 21, 1943

Price: 6d. per copy. Subscription: 10/- P.A.

MANAGING EDITOR: A. Lippmann.

Printed by Radio Printing Press Pty. Ltd. 146 Foveaux Street, Surry Hills. Published every second Thursday by

AUSTRALIAN RADIO PUBLICATIONS PTY. LTD. 146 Foveaux Street, Sydney. G.P.O. Box 3765.

'Phone: FL 3054 (2 lines). Telegrams: "FL 3054 Sydney."

Melbourne Representative: Miss Beatrice Touzeau, 4th Floor, 403 Bourke Street. 'Phone: MU2932

itude of Australians when he said: "The freedom I want is to be able to hear what is being broadcast on the Continent and in America, not the restricted freedom of six programs brought to my home in pipes!"

SELF-HELP SESSION TO TEACH HOME REPAIRS

"Do It Yourself" is a novel, but very timely quarter-hour session, which has been bought by the G.U.D. Manufacturing Co. Pty. Ltd. through Stevenson Advertising Service on 3UZ. Most people are finding it difficult to get repairs and replacements done by tradespeople in these times, so the new feature should have a good audience. It will be conducted by a new radio personality, "Mr. Fixit," who will also answer letters on repair problems over the air. It is timed for 2.15 every Saturday afternoon.

LISTERINE'S SPORT COVER

Following their usual policy of including in the Saturday afternoon racing session detailed broadcasts of outstanding events in other spheres of sports, 2UW Sydney last week provided its Sydney listeners with a detailed covering of the G.P.S. sports, in addition to the A.J.C. program from Randwick.

All other events were covered, as usual, from the newsroom of the "Daily

JULY LICENCE FIGURES

NEW SOUTH WALES

	1942	1943	Additional
New issues	4,140	4,634	(818)
Renewals	41,653	59,815	(1,550)
Cancellations	4,256	10,083	(557)
Monthly total	500,451	528,172	(18,684)
Nett increase	-116	-5,449	(x261)
Population ratio	17.80	18.79	

VICTORIA

New issues	2,470	3,804	(679)
Renewals	33,888	42,293	(1,444)
Cancellations	2,039	1,373	(27)
Monthly total	371,504	379,736	(15,669)
Nett increase	431	x3,803	(x552)
Population ratio	19.17	19.59	

QUEENSLAND

New issues	1,419	1,508	(1)
Renewals	15,382	18,210	(376)
Cancellations	1,656	3,190	(42)
Monthly total	172,527	173,101	(3,022)
Nett increase	-231	-1,682	(-41)
Population ratio	16.64	16.69	

SOUTH AUSTRALIA

New issues	1,302	1,194	(418)
Renewals	12,997	14,794	(642)
Cancellations	1,689	1,285	(218)
Monthly total	137,244	142,689	(8,678)
Nett increase	-387	-91	(x200)
Population ratio	22.52	23.41	

WEST AUSTRALIA

New issues	1,272	1,288	(139)
Renewals	9,188	9,718	(227)
Cancellations	1,214	1,667	(78)
Monthly total	91,945	94,621	(2,846)
Nett increase	58	-379	(x61)
Population ratio	19.82	20.18	

TASMANIA

New issues	477	336	(107)
Renewals	4,727	5,168	(35)
Cancellations	179	603	(53)
Monthly total	46,404	47,616	(2,081)
Nett increase	298	-267	(x54)
Population ratio	19.44	19.94	

COMMONWEALTH

New issues	11,080	12,764	(2,162)
Renewals	117,835	149,938	(4,374)
Cancellations	11,033	16,829	(975)
Monthly total	1,320,075	1,365,935	(50,980)
Nett increase	47	-4,065	(x1,187)
Population ratio	18.85	19.23	

Mirror." Sponsorship of the G.P.S. broadcast was taken by Listerine Products through the West Co.

3 SR YB UL

LICENCES 61,098
POPULATION 378,110

Argus Broadcasting Network
365 ELIZABETH ST., MELBOURNE
F 0411
Sydney: Fred Thompson — B 2085

BIG SPONSORS PICK THE BIGGEST AUDIENCE

"CAVALCADE of MUSIC"
A Three Hour Non-Stop Show
Symphony to Swing from
Payne's Bon Marche

OVER THE SLIP-RAILS
A Half Hour Live Show
Players Orchestra
Singers from
Tintara Wines

IMMORTALS of MUSIC
Selections of the World's Finest Music from
Allan's Music Warehouse

THESE HAVE JUST PICKED

3AW

MELBOURNE

PRESTO FOR ALL YOUR RECORDING SUPPLIES

A. M. CLUBB & CO. PTY. LTD.
76 CLARENCE ST. SYDNEY
TELEPHONE B 3408

Presto Sapphire Cutting Stylus
Presto Steel Cutting Needles
Presto Red Transcription Needles
Presto 78 and 33 Turntables
Presto Recording Machines

PERSONALS

Mr. James Grant has been appointed to the Broadcasting Advisory Committee for the State of Queensland. He will represent the Australian Broadcasting Commission in place of James Richard Ewart Chapple, who has been transferred from that State by the A.B.C.

Flying Officer Stan Wallens, former Major Network representative in Sydney, is once again back in New South Wales at an R.A.A.F. station. After joining up two years ago he spent many months in Victoria.

Mr. H. B. (Bert) Riggs, genial general manager of the Goldberg Advertising Agency in Wellington, N.Z., is paying Australia his annual visit. He has been particularly active in spying out the land for new signs and portents in the broadcasting field, and has heard so many features that, he says, his head is reeling from the impact. While here, he is also attending conferences at both the Sydney and Melbourne offices of Goldberg Advertising (Australia) Pty. Ltd., for the purpose of discussing the agency's post-war plans and the adoption of new trends in advertising, arising from war conditions and the prospects of peace.

Miss Gwen Plumb, who comperes "Ghosts of the Great" every Monday at 9.30 p.m. now conducts the 2UE women's session every Saturday morning. The same program, Monday to Friday, is presented by Colina Lynam.

Tall and rangy Dan Richardson, chief executive of the Tasmanian Broadcasting Network, has invaded the mainland and was in Sydney over last week-end. He left yesterday for Melbourne, where he will take his place in the Macquarie Network Conference, and later the A.F.C.B.S. Conference in that city.

Visitor to 2UE during the week was Bombadier Des Bennett, formerly of the A.I.S.B. sporting staff. For the last 12 months Des has been in West Australia.

Victorian broadcasting station managers invited Mr. L. B. Fanning, Acting Director General of Post and Telegraphs, to their monthly luncheon which was held last week in Melbourne.

Ronald Harwood has recently been appointed as publicity manager at 3UZ. He has had a most interesting career. For many years he was a journalist and advertising executive. He became interested in radio and gave a number of talks over the National stations. Later he joined the staff of the Victorian Broadcasting Network and was announcer and continuity writer of 3HA and 3TR. He was then transferred to the head office of the network to write special features. A little over 12 months ago he joined 3UZ as a continuity writer. Mr. Harwood has travelled extensively through Europe, and has very vivid memories of many of the towns he stayed at which have since been bombed. He lived for many months outside Rome at Frascati.

Latest recruit to the ranks of 3XY announcers is Ray Chapman, whom Melbourne listeners first heard at 3AW. Ray will be heard during the night sessions with Alex Nish and Terry Hill.

Speaking of Terry Hill, that young hopeful takes the coal shortage and consequent curtailment of country train services as a personal affront. It is certainly tough when your girl friend lives way up at Shepparton and your job's way down in the big smoke!

Laurel Berriman of 3UZ gave a luncheon party at her flat the other day and invited the committee who were preparing for the big "Radio Riot" show which was held in the Melbourne Town Hall on Thursday, October 14.

The latest acquisition to the 3AW staff is Leslie Potter, who is now handling the theatre goer session. Leslie certainly knows the theatrical world and has already introduced some very interesting folk in the session.

There has been quite a rumpus in the sales department at 3AW recently. Fred Russell was advised by a kind friend that he could pep himself up considerably by eating raw milk-thistles. Fred decided to try it and ventured out into the local park late at night to hunt thistles, and having collected a goodly crop, immediately took on the diet. He chewed and chewed, and two days later began to suffer excruciating pains. Fred has now decided that milk-thistles are not all they are cracked up to be.

Melbourneites were very happy to see Mr. Hugh Berry last week, though he only stayed a few days, he had time to see many old friends.

Another Victorian over in Sydney last week was Mr. Gray of 3GL Geelong. He was shown the sights (business) by that energetic station rep. Smithers, who has 3GL on his list.

Mr. Oswald Anderson was in Melbourne for a week recently in search of new talent for next year's Colgate-Palmolive programs.

Mr. Dave Duff, of 3AW's sales department, is surely going in for the big stuff these days, he recently signed a contract with Payne's Bon Marche for three hours straight. That's good selling!

Seen in Sydney in recent weeks is Mr. Hamilton Huntley of ZJV Suva, who is visiting the native heath on extended leave. Mr. Huntley was stationed at various A.W.A. stations prior to going to Fiji, some of the stations being 3BO, 2AY, 2GN and 4TO.

Staff changes announced this week by the broadcasting department of A.W.A., include the following:—Mr. A. E. Lawrence, manager 4TO Townsville, to broadcasting dept., Melbourne; Mr. J. P. Banney from 2CH Sydney to 4TO Townsville; Miss M. Lippold from 4WK Warwick to Brisbane office; Mr. H. E. Cox from 4WK Warwick to 2CH Sydney; and Mr. K. J. Collins from 2GE Grafton to 4WK Warwick.

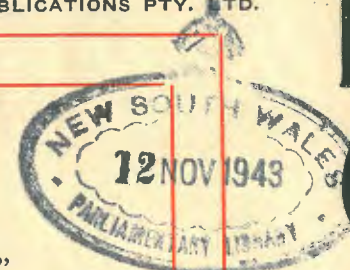
Seen in Sydney on annual recreation leave Gordon Nolan, technician of 2AY Albury. During Mr. Nolan's absence Mr. Hamilton Huntley is holding the controls.

Vol. 12, No. 10
361st Issue)
Thursday
Nov. 4, 1943
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.



- "A Smile and a Song"
- "Big Sister"
- "Calling All Cobbers"
- "Community Singing"
- "Famous Women"
- "Finish the Sentence"
- "Great Singers of Great Songs"
- "Guess Your Lucky Stars"
- "Here Comes the Band"
- "Katy and John"
- "Kommensense Kitchen Klub"
- "Matinee Musicale"

- "Stairway to the Stars"
- "Swinging at the Baltimore"
- "The Musical Mart"
- "The Sweetest of All"
- "The Woman Without a Name"
- "True or False"
- "Tops in Pops"
- "What's Your Answer?"
- "We Who Fight"
- "With Australian Composers"
- "Your Home, Your Family, and You"

In Daytime too—
you'll find the Features on



- "Melodies of Yesterday"
- "Mid-day Musicale"
- "Morning Devotions"
- "Music of the Masters"
- "Music from the Movies"
- "Music to Remember"
- "Music Which Lives"
- "Non-Stop Variety"
- "On Parade"
- "Pot Luck"
- "Quiz-a-Day"
- "Radio Quiz"
- "Rhythm in Your Feet"
- "Rendezvous With Romance"
- "Serenade to Milady"
- "Stepping Out in Rhythm"
- "Smile Please"

... And that is why, in Daytime, as well as at night, most people listen to 2UW.

Yes! we'll BACK THE ATTACK



This year, hundreds of thousands of Australians will risk their all for victory.

This year we attack. Trained and ready, our men will spare no sacrifice. How about you?

Maybe you've bought Liberty Bonds already in the years of preparation for the attack. You did a good job then. But attack is still more costly than preparation. More than £64,000 every hour is needed for war. It's Australia's job to find it.

More Australians must buy more Liberty Bonds—that is the price asked of those at home for the drive to Victory in this year of attack. When so many lives are being dedicated to victory, how much money will you dedicate to the same end? How much will you subscribe to the Fourth Liberty Loan—to-day?



LIBERTY LOAN

Make your subscription at any Bank, Savings Bank, Money Order Post Office, or Stockbroker. Good interest is paid half-yearly. If you invest your money for 5 years the rate is 2 1/2%, or for 16 years 3 1/2%. Interest starts from the day of subscription. Pay cash or buy bonds on convenient instalments.

4LM.6B